



Soubry's Chicks

HAVE THE BACKGROUND
FOR A PROFITABLE FUTURE

CANADA
POSTAGE PAID
PORT PAYÉ

1 c.

NO. 17
ST. BONIFACE

ET

Mr. D. Brown,
R.R. #1,
Gretna, Man.



TOP QUALITY

\$ 35-
JA-# 6357
Booklet, Env.
+ brochures...



Chicks

SOUBRY'S HATCHERY ST. BONIFACE
MANITOBA



Soubry's

HATCHERY

551 ARCHIBALD STREET
ST. BONIFACE • MANITOBA

Telephone
201 059

There's a Difference in Breeding Background.

According to reconized authorities on poultry nutrition, one 6 lb. hen consumes approximately 73 lbs. of feed a year for maintenance alone. This is the first cost in egg production. The greater the egg production ... the smaller the amount of feed required for each additional dozen eggs produced. For example, in a flock average of 140 eggs, one 6 lb bird will consume feed at the rate 8 lbs. per dozen eggs produced... on the other hand, when the flock average production is 210 eggs, one 6 lb. bird will consume feed at the rate of less than 6 lbs. per dozen eggs produced. Yes, breeding background for egg production means a saving of as much as 2 lbs. of feed per dozen eggs produced... at today's feed costs that's important.

Here at Soubry's we have planned production consistently for years. See page 12 for further details of our breeding programme.

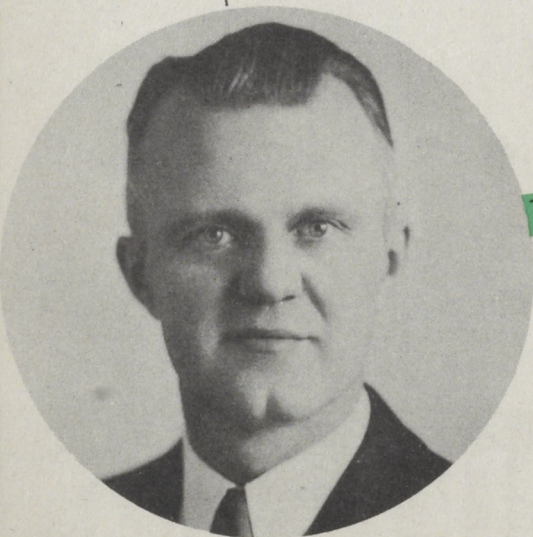
Remember, too, Good Breeding inherited character of high production makes possible the transformation of a minimum of feed into a maximum of eggs.

There certainly is a lot of difference in chicks... and the advantages of buying Soubry's Quality Chicks climb higher the more you compare.

Yours truly,

Soubry's Hatchery

per *V. C. Soubry*



V. C. Soubry,
General Manager

Past-President, Manitoba Approved
Hatchery & Flock Owners' Association

Director, Can. Federation
of Hatchery Associations

Director, Manitoba Poultry Council

Member, International Baby Chick
Association

Soubry's **BARRED PLYMOUTH ROCKS**

Plymouth Rocks are dual-purpose fowls. The skin is yellow and the color of the egg shells is brown, although there may be considerable variations in the shade of brown, depending on the strain and on the stage of production.

The Plymouth Rock is a single comb bird, hardy and vigorous. The standard weight for cockerels is 8 lbs. and for pullets 6 lbs.



Soubry's **LIGHT SUSSEX**

This breed was originated about 1820 in the county of Sussex, England. Because of its size and shape it is a good bird for fattening while the white flesh and legs are attractive to purchasers.

The Light Sussex is a single comb, dual purpose, heavy fowl. The color of the skin is white and egg shells are brown. The standard weight of the cockerel is 7½ lbs. and for pullets, 6 lbs.



Soubry's **NEW HAMPSHIRE**

The New Hampshire is a single-combed heavy fowl of the dual-purpose type. It is an excellent meat bird with rapid broiler growth even for a heavy breed. The standard weight for cockerels is 7½ lbs. and for pullets, 5½ lbs. Pullets reach laying maturity at 5 to 5½ months and the egg size is better than average. New Hampshires are good egg producers. The eggs are brown-shelled.

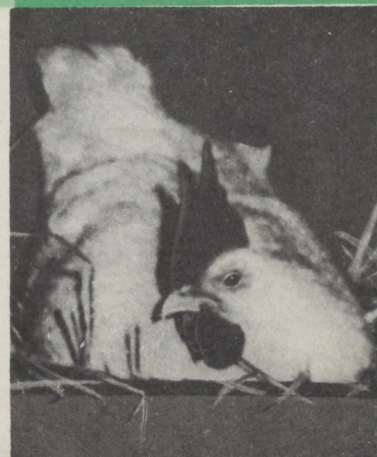


Soubry's **SINGLE COMB WHITE LEGHORNS**

The excellent egg production qualities of Leghorns are valuable assets to this breed, in addition to their many points of beauty in type and color.

The females are non-sitters, very few exhibiting a tendency to broodiness.

The Leghorn is a single-comb, egg producing, light weight fowl. The standard weight for cockerels is 5 lbs. and for pullets 4 lbs.





Premium Eggs

The best profits with Leghorns can only be assured with pullets that lay big eggs. Soubry's White Leghorns have been largely developed from strains that lay eggs averaging 24 ozs. or more to the dozen. These are eggs that grade "A large" and you know what that means in extra profits.

Carnduff, Sask.

Dear Sirs:

Having purchased chicks from you for the past two or three years, we have had very good satisfaction, so we are again sending you our chick order this year.

Looking forward to receiving them, we remain,
Yours truly, (Signed) Mr. E.S.B.

Warrenton, Man.

Dear Sirs:

Please find enclosed order for my chick requirements this season. Wishing to say that I was well pleased with your chicks last year and hoping for the same good quality this year, I remain,

Yours truly, (Signed) Mr. J.C.D.

Soubry's WHITE LEGHORNS

These big, White Leghorns come about as close to being egg machines as any breed in existence. How could it be otherwise when these Leghorns represent the combined breeding efforts of a number of outstanding R.O.P. breeders of large type Leghorns who have supplied us with pedigreed males to strengthen our bloodlines.

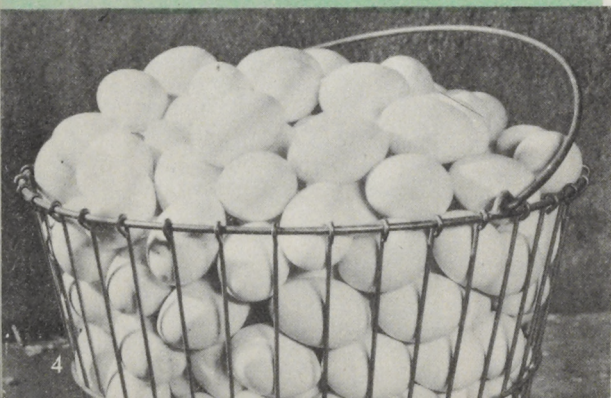
These Leghorns are of the maximum weight for the breed, many pullets and cockerels being even larger than the standard size. They have a well filled out body development, being wide across the back and standing sturdily on a well-sprung frame. The build of these Leghorns, together with their bright eyes and heavy, red combs, indicates the inheritance of egg capacity and laying ability. As a rule these Leghorn pullets start laying early in the Fall and lay good quantities of eggs throughout the season.

Togo, Sask.

Dear Sirs:

I enclose a down payment on my order enclosed. Might add we are very well pleased with our order of last two years from you. Our White Leghorn Pullets are laying very well. I am,

Yours truly,
(Signed) Mrs. G.D.



Soubry's

BARRED PLYMOUTH ROCKS

When planning our breeding program each season we devote a considerable amount of time and expense to our Barred Plymouth Rocks. While many customers like to try other breeds from time to time, we actually have hundreds of others who continue to order nothing but Soubry's Barred Rocks, season after season.

One thing of which you may be sure and that is, you can never make a mistake in ordering these Barred Rocks, because they are just as easy and profitable to raise on the farm now as they have been for close to 100 years.

Great progress has been made in the refinement and improvement of Barred Rocks and Soubry's breeding shows the benefit of this program. Our flocks are made up of beautiful males and females of wonderful egg type and of the largest size.

Several of the outstanding R.O.P. strains have been blended together in order to produce the type of Barred Rocks being hatched at Soubry's.

Belmont, Man.

Dear Sirs:

I would like to place my chick order with you again this year. I have had very good luck with the chicks I got from you last year. We got the first eggs on the 2nd of September, and they were laying 50% by the end of October.

Thanking you, I remain,

Yours truly,

(Signed) Mr. T.P.B.

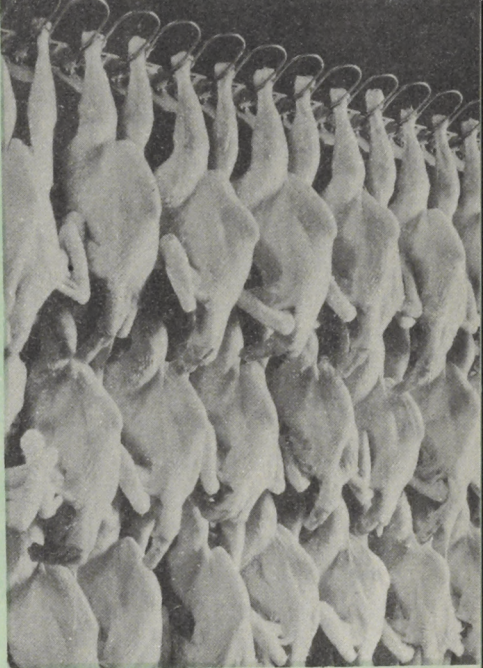
Minton, Sask.

Dear Sirs:

I have had wonderful luck with the chicks I ordered from you last year and this year the pullets have layed good all winter through.

Yours truly,

(Signed) Mr. M. H.



Prime Broilers *and* Table Fowl

A favorite with those who love chickens, because it is plump and round at the age of 8 to 9 weeks, when it will average 2 to 2½ pounds. The big roasters are also fat and juicy. They are particularly profitable because they are economical on feed and also bring the best prices.

Arborg, Man.

Dear Sirs:

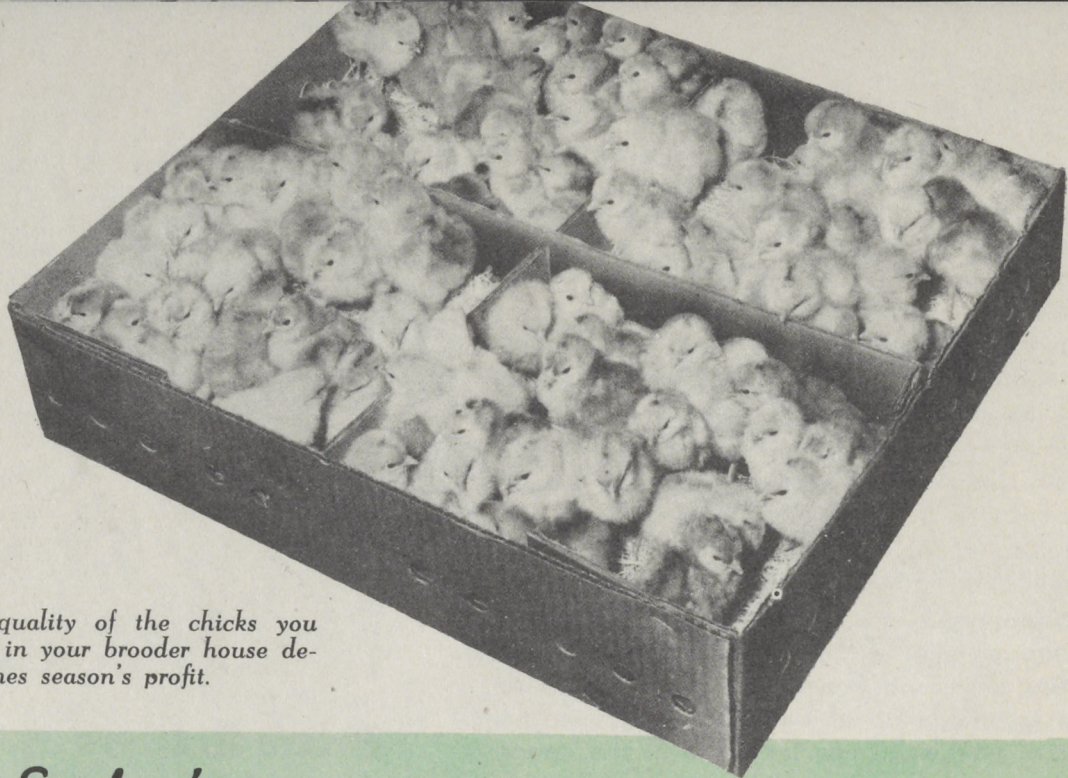
We have had good luck with your chicks, and we're going to try our luck again this year.

Please find our chick order enclosed, and thanking you, we are,

Yours truly,

(Signed) Mr. D.S.





The quality of the chicks you place in your brooder house determines season's profit.

Soubry's **NEW HAMPSHIRE**

There is a direct relationship between the Rhode Island Reds and the New Hampshires because they closely resemble the Reds in coloring. They are, however, of a much lighter shade and do not run as evenly in color.

This is a breed that has been developed in the New England states for utility, rather than show. You might describe it as a farm breed that will live and grow and pay profits under general farm conditions, requiring a minimum of care.

Thousands of farmers prefer this breed because of its rapid growth, rugged build and its ability to produce eggs steadily in all kinds of weather.

Our flocks are related to some of the best strains and we are always proud to sell these chicks because we know they will give satisfaction to our customers.





Soubry's LIGHT SUSSEX

The beauty of these big birds is attracting hundreds of our customers every year. They all admire the size, the plump build and the marvellous meat qualities. This is a select meat breed in every sense of the word because they grow rapidly to broiler size and turn feed into meat at a most amazing rate.

General farmers express delight with this breed because it not only supplies them with wonderful chicken dinners but it lays good quantities of extra large eggs.

Our Light Sussex are hatched from well-bred stock so that they will more than satisfy your desire for a profitable egg flock.

Timberton, Man.

Dear Sirs:

I would like you to send me your price list of chicks. I have been very pleased with the chicks I've ordered in this past two years, and they all arrived alive.

Yours truly, (Signed) Mrs. P.L.

Silverton, Man.

Dear Sirs:

Please send me the chicks asked for on the enclosed order form. I got chicks from you last year and you were very prompt in filling my order on time. I had such grand cockerels to sell last fall.

Thanking, I am,

Yours truly,

(Signed) Mrs. G.R.

GOVERNMENT



Approved

Soubry's Chicks are produced according to Government regulations in all respects. Kindly refer to the enclosed price list for full description of the two grades we produce.

We operate under the Dominion Hatchery Approval Policy, Permit No. M6. So far only as they refer to chicks the statements in this catalogue have received Government approval.



Soubry's Hatchery

An Efficient, Modern Plant



When your order
requirements, ackn
you of the exact da
In this way you
entered in our bo
will be shipped.

ONE OF CANADA'S F

Although our incubators are scientifically constructed and fully automatic as to temperature control, we still make it a routine job to check five thermometers in each incubator every hour of the day, every day of the week. There is a capable man in charge of our plant 24 hours a day, 7 days a week.

Our new Brooding plant was co
fications during the fall of 19
brooding capacity of 16,000
room is entirely equipped wit
trolled Battery Brooders.





When your order is received we carefully check your requirements, acknowledge by return mail and advise of the exact day on which shipment will be made. This way you know exactly how your order is handled in our books, and on what day your chicks are shipped.

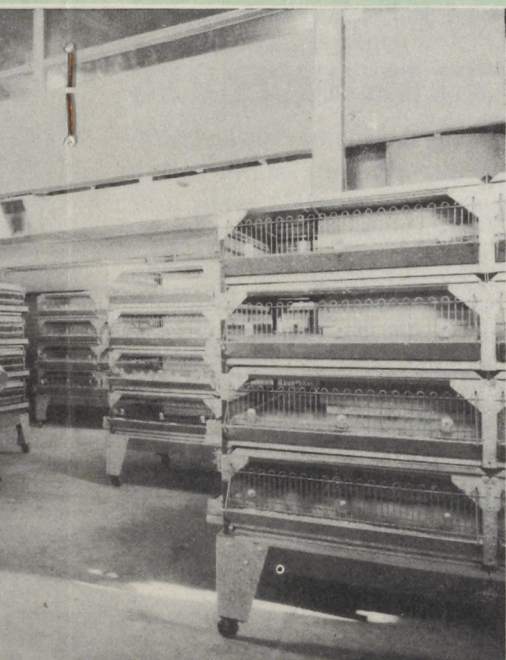


Traying girls checking part of 65,000 eggs that are set every week. Quality eggs hatch quality chicks. Every egg that goes into our incubators is carefully selected for weight, color, shape and shell texture. The quality of Soubry's chicks proves that it pays.

F I N E S T H A T C H E R I E S

Our plant was constructed to our specifications in the fall of 1944. We have a total capacity of 16,000 chicks. Our starting equipment is equipped with automatically controlled incubators.

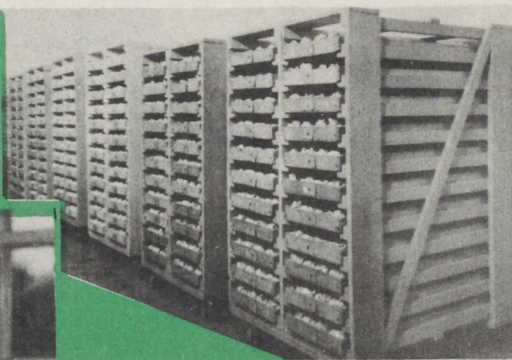
Thousands of baby chicks ready for shipment. Each one of these orders is handled carefully, being packed, inspected and routed carefully to its destination so it will reach our customers promptly and in good condition.



Selection OF EGGS

We select eggs that are uniform in size, shape and color, that have strong shells, and that weigh about two ounces each or twenty - four to twenty - eight ounces to the dozen. Abnormally large or small eggs (over 30 or under 23 ounces to the dozen) are not used.

We know that the chicks will only be as good as the eggs from which they are hatched . . . therefore, we insist on obtaining the best eggs from reliable breeders.



QUALITY EGGS *mean* BETTER RETURNS

Certain eggs that are undesirable in size and shape from a marketing standpoint may hatch well, but are not used because the pullet is very likely to produce the same undesirable type of egg. When selecting eggs for hatching, we know that careful sorting for incubation means less sorting of eggs from the resulting pullets, and a higher price for market eggs. We take full advantage of these opportunities to produce chicks that will bring better egg prices to our customers.



QUALITY CHICKS

... a pleasure to raise

When you purchase Soubry's Government Approved chicks from Pullorum - Tested flocks, you have a definite standard of value by which to measure the quality. You know that the flocks are all of pure-bred standard quality and that every bird in these flocks is free from all standard disqualifications. You know that the livability is above the average, because the flocks are raised under sanitary conditions and blood-tested for Pullorum disease.

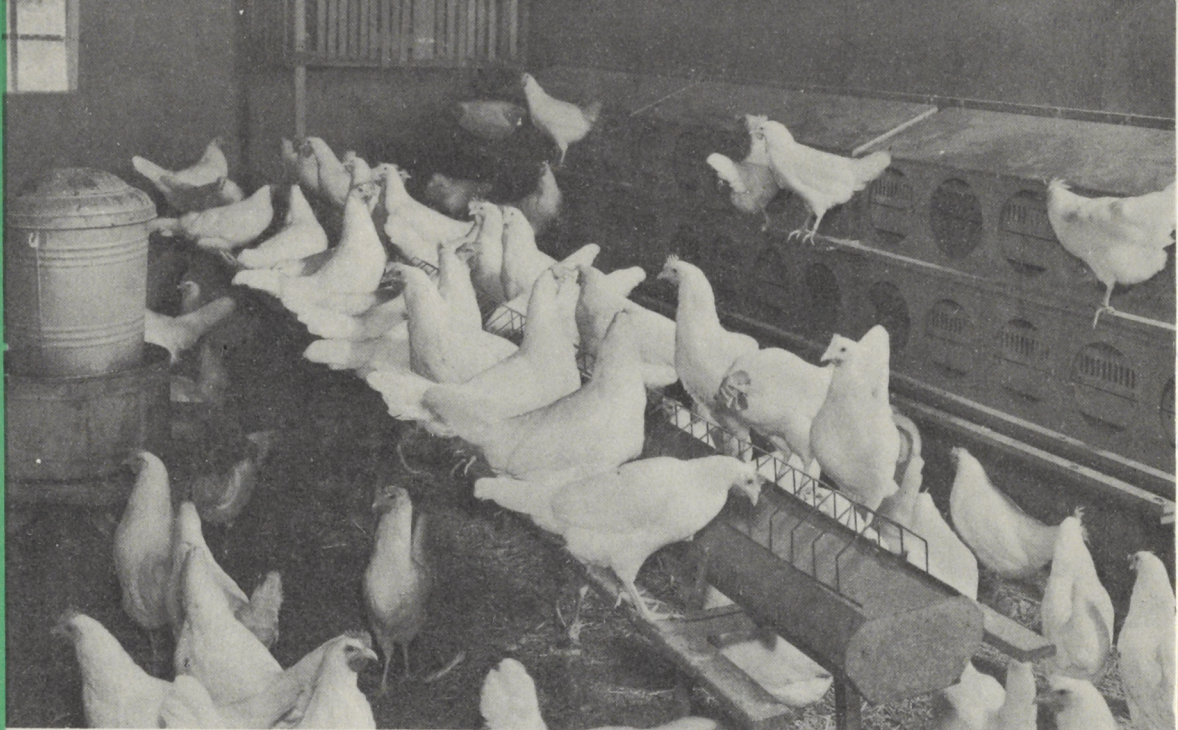


Check and DOUBLE CHECK

We double-check every box of chicks before it leaves our Hatchery. The first check is made at hatching time, and the second check is made just before the boxes are sealed and labeled for shipment or delivery.

This double-checking assures you of receiving full count of live, healthy, vigorous chicks. We also put a few extra chicks in every box to offset any possible small loss in transit; consequently, we can guarantee 100% live arrival of the quantity you order.





Soubry's

BREEDING PROGRAM

Every flock owner who supplies us with approved hatching eggs has complied with the rules and regulations of the Manitoba Flock Approval Policy. Every bird has been inspected and passed . . . blood-tested for pullorum by the rapid, whole blood, stained antigen test and all birds showing any traces of this disease, of course, are immediately removed from the flocks.

The following is our program to improve the breeding stock supplying us with hatching eggs to raise the standard quality of Soubry-hatched chicks:

1. We use the best flocks of each breed as key flocks to provide chicks for supply flock replacement each year.
2. We arrange to have key flocks headed by R.O.P. wing-banded males produced by reliable breeders, each strain having been tested for livability, rapid growth, egg size and production.
3. We keep hatchability reports of all flocks and show each flock owner how his eggs are hatching in comparison with eggs from other flocks.
4. We pay for eggs on a hatchability basis to encourage owners to take better care of their flocks.
5. We have our flocks inspected and select vigorous birds for all supply flocks that are free from symptoms of diseases.
6. We purchase our wing-banded, R.O.P. cockerels from the same breeders each year to head our supply flocks. We do this rather than introduce an outside strain from other breeders, as results have been satisfactory with the stock from the breeders who have supplied us in the past.
7. We endeavour to obtain as much data as possible on the performance of chicks in the hands of customers. We ask for reports on chick livability to three weeks of age, first year's egg production and laying house mortality.

The above comprehensive program has been followed for several years and has steadily improved the quality of Soubry's bred-to-lay chicks.

We would be pleased to supply your chick requirements and assure you of our careful attention at all times.

THERE'S MONEY IN EGGS

The following tables have been prepared to show the increased feed cost of producing eggs when laying mash costs are raised from \$3.00 to \$3.50 per 100 lbs. and all other costs remaining the same.

YOUR FEED COST PER DOZEN EGGS:

If Laying Mash costs \$3.00 per 100 lbs.		
100 pullets will eat per day: 12 lbs. mash		36c
12 lbs. of your own farm grain at \$2.00 per cwt.....		24c
Shell, Grit and Green Feed		02c
	Total Cost per day	62c
48% Production: $\frac{62c \text{ per day}}{4 \text{ dozen eggs}}$	=	15½c per dozen feed cost.

YOUR FEED COST PER DOZEN EGGS:

If Laying Mash costs \$3.50 per 100 lbs.		
12 lbs. mash at \$3.50 per 100 lbs.....		42c
12 lbs. grain at \$2.00 per 100 lbs.....		24c
Shell, Grit and Green Feed		02c
	Total Cost per day	68c
48% Production: $\frac{68c \text{ per day}}{4 \text{ dozen eggs}}$	=	17c per dozen feed cost.

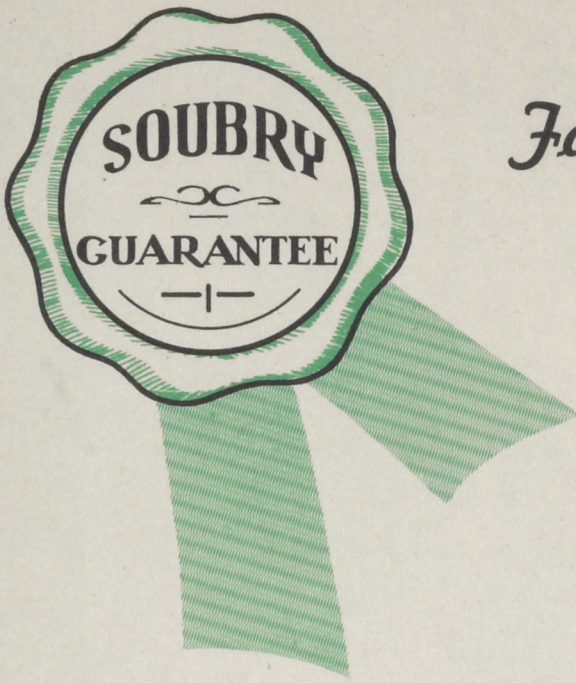
AFTER FEED COSTS — *What's Left?*

With feed costs higher this year than for the past several years, many poultry raisers will recalculate feed costs and returns from poultry. The following tables show the returns per layer after feed costs are deducted. These production figures and returns are not average, but can be obtained from well-managed poultry raised from bred-to-lay stock.

48% Production = 175 eggs or 14 7/12 dozen.
Egg prices (will vary according to market) 37c average for year.
Feed costs (laying mash at \$3.50 per 100 lbs.).....17c per dozen
Remaining after feed cost20c per dozen
Returns per layer per year: for overhead and labor
20c x 14 7/12 dozen = \$2.92 per layer.

(At an average production of 55%, the net returns per year increases to \$3.36 per layer.)

We realize that there are many factors determining the returns from poultry, but poultry keeping is not different from other gainful occupations. You must begin with good stock and practise efficient management in rearing and handling the layers.



Fair Square

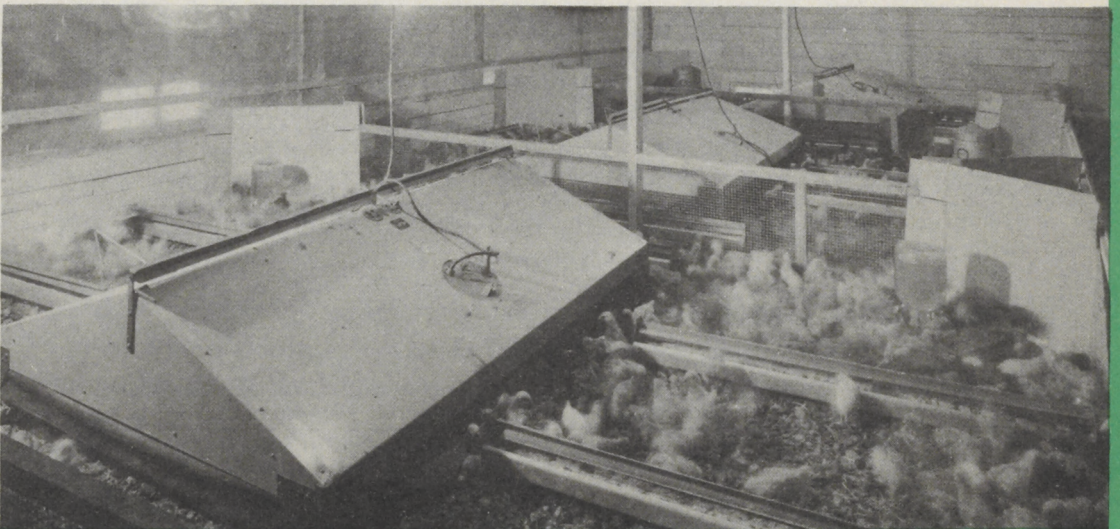
Dealing

Our guarantee of a fair, square deal has become our by-word in all our relations with chicks customers and flock owners. At all times, we aim to treat our customers as we wish to be treated ourselves. The golden rule is our standard and the basis of our business dealings.

STARTED CHICKS

Our floor brooding pens for chicks from 10 to 14 days of age are equipped with automatic electric floor brooders having special air circulating fans. Our brooding plant is equipped with automatic air conditioning equipment that changes the air frequently, as well as humidifying and filtering it.

As the number of started chicks we have available from time to time depends largely on advance bookings and hatchability, we do not quote prices in advance of the season, but issue special price lists when started chicks are available. We invite inquiries for your started chick requirements.



Start them *Right*

Good chicks are an investment. Whether your chicks pay dividends depends first, upon the quality of the chicks you buy; second, on the feed you have given them during the first eight weeks; third, on management, which means a good brooder stove in first class working order . . . sufficient water founts and feeders.

The wise thing to do is to thoroughly check your brooder stove and be fully satisfied that it is in A-1 condition, and capable of maintaining a steady temperature of 90 to 95 degrees, which is required by chicks during the first week. The temperature should be reduced about five degrees per week, depending on the weather.

Start brooder stove at least two days before chicks arrive. See that brooder house and mash hoppers are thoroughly dry.

Provide one 1-quart fount of water per 15 chicks. It is always advisable to take the chill off the water that the chicks drink during the first week.

Chicks should be provided with feeding space in the ratio of 1 inch of feeder per chick at the start. This should be increased as the chicks become older, and also, the feeders should be raised higher off the floor.

In regards to the brooder house, we advise that it should be thoroughly scrubbed

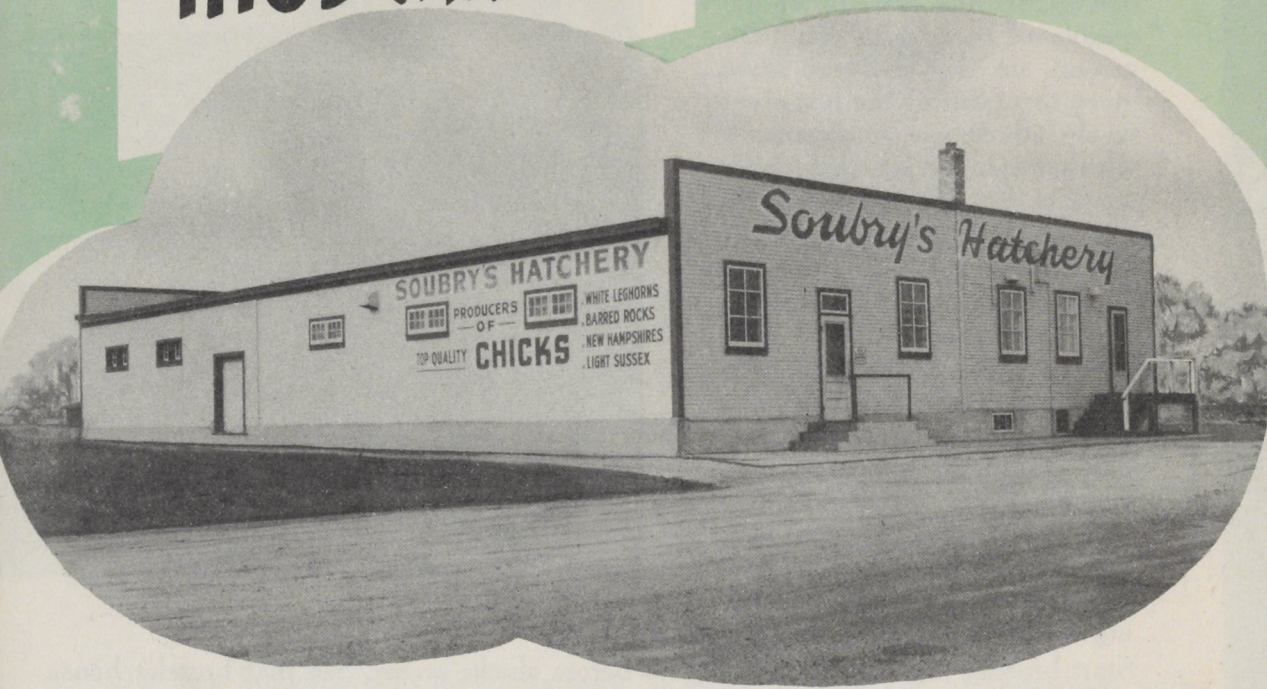
and disinfected after being used the previous spring, then fully disinfected again a short time before the arrival of new chicks. The brooder house should be of sound construction and, if possible, moved to new ground each year. The room temperature in the brooder house should be approximately 70 degrees.

We recommend the use of peat moss as a litter because the moisture absorption of peat moss is much higher than straw or other forms of litter.

Chicks should be fed when they are approximately 48 hours old, which means that you should feed commercially hatched chicks immediately on arrival.



OUR NEW MODERN PLANT



Our original plant at 551 Archibald Street was built in 1938 and extended to twice the original size in 1944. We now have more than 6,000 square feet of floor space devoted to the efficient production and handling of Soubry's Top Quality Chicks. Sufficient floor space helps to maintain the hatchery clean and sanitary at all times.

Our heating plant humidifies and filters the air before being forced throughout the building. Three separate systems of air conditioning are used that operate automatically, assuring fresh air in the plant at all times.

Order
Today!
from ...

Soubry's Hatchery

551 ARCHIBALD STREET

ST. BONIFACE, MANITOBA

From.....

Post Office.....

Province.. ..

SOUBRY'S HATCHERY

551 Archibald Street

ST. BONIFACE

MANITOBA



RETURN IN 10 DAYS TO

SOUBRY'S HATCHERY

ST. BONIFACE, MAN.